

Message Text

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PAGE 01 ROME 20939 221222Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 USIA-15 /036 W
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R 221009Z DEC 77 ZDK
FM AMEMBASSY ROME
TO SECSTATE WASHDC 9418
USDOC WASHDC
INFO AMCONSUL NAPLES

UNCLAS ROME 20939

E.O. 11652: N/A
TAGS: BEXP IT
SUBJ: U.S.PARTICIPATION IN 1978 BARI FAIR

REF: NAPLES A-4, MAY 26, 1977

1. EMBASSY HAS RECEIVED LETTER FROM PRESIDENT OF LEVANT FAIR IN BARI NOTING THAT ITALIAN EMBASSY IN WASHINGTON WILL BE SUBMITTING FORMAL INVITATION FOR USG TO PARTICIPATE IN 42ND EDITION OF FAIR, SEPTEMBER 8 TO 18, 1978. PLEASE NOTE THAT EMBASSY DOES NOT RPT NOT BELIEVE THAT OFFICIAL USG EXHIBIT IS WARRANTED FOR COMMERCIAL OR OTHER REASONS.

2. USG HAS NOT HAD OFFICIAL EXHIBIT AS SUCH SINCE 1969, ALTHOUGH THIS PAST SEPTEMBER ,AS AN EXPERIMENT,CONSULATE GENERAL NAPLES MOUNTED A SMALL "BUSINESS OFFICE "IN ONE OF THE FAIR BUILDINGS. OUR POST-FAIR CONCLUSION,HOWEVER,CONCURRED IN BY NAPLES, THAT EXPERIMENT WAS NOT RPT NOT SUCCESSFUL: THERE WERE FEW VISITORS,AND ALL OF THOSE WERE INTERESTED IN SELLING TO THE U.S.RATHER THAN IMPORTING.

3. THE FAIR ITSELF HAS CHANGED CONSIDERABLY OVER THE PAST FEW YEARS. IT IS NOW PRIMARILY CONSUMER ORIENTED, TO THE POINT OF BEING MORE OF A BAZAAR THAN A TRADITIONAL TRADE FAIR. THE "NATIONAL EXHIBITS "ARE,WITH SOME EXCEPTIONS SUCH AS THE PEOPLE'S
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REPUBLIC OF CHINA AND ALBANIA, NOT OFFICIAL EXHIBITS AT ALL BUT RATHER MARKET VENTURES IN LOCAL HANDCRAFTS MOUNTED BY PRIVATE ENTREPRENEURS; EMPHASIS IN THESE WAS ON SALES TO CASUAL SHOPPERS AND NOT ON DEVELOPING CONTACTS AMONG DISTRIBUTERS OR IN THE TRADE. THERE ARE LARGE VERTICAL COMMODITY EXHIBITS, AS IN AGRICULTURAL MACHINERY AND IN CONSTRUCTION EQUIPMENT, BUT WE FEEL THAT LOCAL REPRESENTATIVES OF U.S. MANUFACTURES DO AS GOOD A JOB AS CAN BE

EXPECTED IN PROMOTING THESE PRODUCTS AT THE FAIR.

4. IN SUM, WE DO NOT BELIEVE THAT PARTICIPATION IN THE BARI
FAIR IS A COST-EFFECTIVE USE OF COUNTRY COMMERCIAL PROGRAM
RESOURCES. NOTE THAT THIS IS NOT MEANT TO EXCLUDE ANY POSSIBLE
USIS OR VISIT USA COMMITTEE PRESENCE. GARDNER

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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